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*Supplemental***INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet

1

of

1

**Complete if Known**

Application Number	10/036,677
Filing Date	December 21, 2001
First Named Inventor	Scott Swix et al.
Group Art Unit	2611
Examiner Name	Bui, Kieu Oanh T.
Attorney Docket Number	BS01421

**U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
KB		6,177,930		Chernock et al.	01/2001	
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		App. 10/037,005		Matz	12/21/2001	
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Examiner  
Signature*R. Kuan*Date  
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10/04/05

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**Supplemental**  
**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1 of 7

**Complete If Known**

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KB		US- 3,798,610		Bliss et al.	03-19-1974	
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**Supplemental**  
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STATEMENT BY APPLICANT**

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Sheet 2 of 7

**Complete if Known**

Application Number	10/036,677
Filing Date	December 21, 2001
First Named Inventor	Scott R. Swix et al.
Group Art Unit	2611
Examiner Name	Bul, Kieu Oahn T.
Attorney Docket Number	BS01421

**U.S. PATENT DOCUMENTS**

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KB		US- 5,818,438 B1		Howe et al.	10-08-1998	
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		Offic e <sup>2</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
			EP 1162840 A2		Wilson et al.	12-2001		

**OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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Sheet 3 Of 7

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Filing Date	December 21, 2001
First Named Inventor	Scott R. Swix et al.
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KB		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, <a href="http://www.devices.internet.com/cgi/print/print.cgi?url=http://devices.../report%20interactive.html">www.devices.internet.com/cgi/print/print.cgi?url=http://devices.../report interactive.html</a> , (11/16/01) pp.1-2.	
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10/036677

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Supplemental

# **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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## **Complete if Known**

Application Number 10/017,640 10/036,677  
 Filing Date December 14, 2001  
 First Named Inventor William Matz  
 Art Unit 3629  
 Examiner Name J. P. Ouellette  
 Attorney Docket Number BS01342

Sheet 4 of 7

Examiner Initials*	Cite No. <sup>1</sup>	U. S. PATENT DOCUMENTS			
		Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
KB		US 5,948,061	9/7/1999	Merriman et al.	
		US 5,794,210	8/11/1998	Goldhaber et al.	
		US 5,724,521	3-1998	Dedrick	
		US 5,892,536	4-1999	Logan	
		US 5,600,364	2-1997	Hendricks	
		US 6,282,713	8-2001	Kitsukawa	
		US 6,477,704	11-2002	Cremla	
		US 5,389,964	2-1995	Oberle	
		US 6,002,393	12-1999	Hite	
		US 4,912,552	3-1990	Allison	
		US 6,446,261	9-2002	Rosser	
		US 5,848,396	12-1998	Gerace	
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		US 6,100,916	8-2000	August	
		US 6,314,577	11/6/2001	Pocock	
		US 5,892,508	4/6/1999	Howe	
		US 5,818,438	10/6/1998	Howe	
		US 6,076,094	6/13/2000	Cohen	
KB		US 6,172,674	1/9/2001	Etheridge	

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		WO 99 52285A	10/14/1999		
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KB		EP 0 424 648A	2/2/1991		
		EP 1162840 A2	12-2001	Wilson	

Examiner Signature

*[Signature]*

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		Filing Date	December 14, 2001
		First Named Inventor	William Matz
		Art Unit	3629
		Examiner Name	J. P. Ouellette
Sheet 5 of 7	Attorney Docket Number	BS01342	

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		US- 6,029,045	1-2001	Alexander	
		US- 6,463,468	10-2002	Buch	
		US- 6,496,818	12-2002	Ponte	
		US- 6,507,839	1-2003	Ponte	
		US- 6,510,417	1-2003	Woods	
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		US- 5,446,919	8-1995	Wilkins	
		US- 5,585,865	12-1996	Amano	
		US- 5,758,259	5-1998	Lawler	
		US- 5,861,906	1-1999	Dunn	
KB		US- 5,973,683	10-1999	Cragun	

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Examiner Signature	<i>B. Kramell</i>	Date Considered	10/07/05
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Application Number	48/017,840
Filing Date	December 14, 2001
First Named Inventor	William Matz
Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
KB		US- 6,005,597	12-1999	Barrett	
		US- 6,314,568	11-2001	Ochlal	
		US- 6,457,010	9-2002	Eldering	
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KB		US- 6,185,614	2/2001	Cuomo	
		US-			
		US-			

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>2</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (If known)	MM-DD-YYYY			

Examiner Signature	<i>R. Kumil</i>	Date Considered	10/04/05
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10/036677

PTO/SB/08B (38-03)

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Substitute for form 1449/PTO		<i>Supplemental</i>		Complete if Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		Application Number		<del>01/036677</del> 10/036677	
		Filing Date		December 14, 2001	
		First Named Inventor		William Matz	
		Art Unit		3629	
		Examiner Name		J. P. Ouellette	
Sheet 7	of 7	Attorney Docket Number		BS01342	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issu number(s), publisher, city and/or country where published.	T <sup>2</sup>
KB		www.actv.com, Screen Print, 10/8/2000	
		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Cafe," Business Wire, Sept. 16, 1998.	
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	
		Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?", Broadcast Engineering, Dec. 1999	
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
KB		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg.. 27, Sept. 21, 2001.	

Examiner Signature	<i>D. Kumm</i>	Date Considered	10/04/05
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**Complete if Known**

<b>Application Number</b>	<b>10/036,677</b>
<b>Filing Date</b>	<b>December 21, 2001</b>
<b>First Named Inventor</b>	<b>Scott Swix et al.</b>
<b>Group Art Unit</b>	<b>2811</b>
<b>Examiner Name</b>	<b>Bui, Kieu Oanh T.</b>
<b>Attorney Docket Number</b>	<b>BS01421</b>

(use as many sheets as necessary)

Sheet	1	of	1
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[illegible]

*L. Kunn*

10/04/05

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